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(54) Article having optical effects

(57) A method and system for forming an article having an optical effect is provided. An original texture is obtained which is digitized using a scanner. The scanner causes a shadow effect on the texture based on the scanning direction. The digitized texture is then edited to define a selected shape. The texture within the selected shape is offset such that its direction is changed. The digitized texture is then engraved by a laser onto the surface of an article. The selected shape is then visually distinct from the other areas of the texture at certain viewing angles caused by the difference in their texture direction. With the present invention, lines or seams between areas of the texture are eliminated.

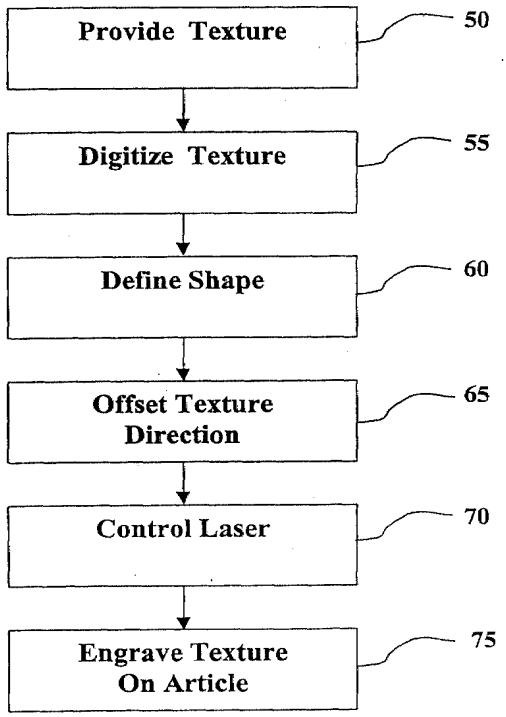

Figure 2

EP 1 167 075 A2

Description

[0001] The present invention relates to the optical effect art. It finds particular application to an article having variable optical effects based on its viewing angle and a method and system for making such article. It will be appreciated that the present invention can be applied to a variety of articles such as wall paper, signs, logos, designs, vinyl covers or any other article that may contain an optical effect.

Background

[0002] One type of optical effect can be produced on an article by having a relief pattern formed on its surface. The relief may be in the form of a geometrical figure, a number, a letter, an ornament, a guilloche, etc., and may be formed for example by stringing together a large number of relatively small optical-diffraction elements. Such relief patterns may be achieved by virtue of the fact that diffraction structures can be produced by interferometric superimposition of coherent light beams with different angles of incidence, which are converted by photolithographic means into the surface microprofile. Fixed prefabricated optical masks can be used for geometrically defining the areas to be exposed to light. If the relief pattern to be produced and its microscopic structure exceed a given degree of graphic and structural complexity, the mask procedure is found to be prohibitively expensive. In addition, optical-diffraction structural elements with an asymmetrical profile, for example sawtooth configurations, cannot be produced by the above-mentioned interferometric method.

[0003] Another type of optical effect can be produced using structures exhibiting an optical diffraction effect such as phase diffraction gratings, phase holograms and the like. The structures can be formed on an article by stamping or embossing a thermoplastic substrate by means of an embossing die, using pressure and heat. The synthesis of a surface pattern having an optical diffraction effect could also be effected by numerous phase diffraction elements being strung together by repeated embossing in a thermoplastic substrate. This method, however, achieves unsatisfactory results because troublesome beads are produced at the edges of the embossing region between the heated pressure region and the unheated non-pressure area outside the embossing region. Beads are also produced between different image objects and adjacent areas on the surface. In addition, the various embossing regions cannot be fitted together without a joint or seam therebetween, as the high thermal mass of metal embossing dies means that, at the edge of a new embossing region, the edge region of the adjacent old embossing region is necessarily erased.

[0004] In other prior embossing techniques, an original stipple pattern is created from grit or gravel and pieced into a PVC sleeve. This is then electroplated into a copper sleeve and mounted on a cylinder. A vinyl sheet is then embossed with the stipple pattern by pressing the cylinder over the sheet. In order to obtain a long embossed sheet, two or more cylinders are needed. However, each cylinder is made independent of the others and, thus, will have a different pattern due to different electroplating conditions and other variables involved in making the cylinder. Furthermore, a seam is typically visible between regions.

[0005] The present invention provides new and useful methods and systems for forming articles having an optical surface effect, which provide alternatives to the above techniques and in some respects may avoid associated disadvantages.

[0006] In accordance with the present invention, a method of forming an article having an optical effect is provided. A digital image of a texture is provided. The texture in a selected portion of the digital image is then modified to be different from other areas of the texture. The digital image is then reproduced into an article where the selected portion has an optical effect different from other portions of the article.

[0007] In accordance with a more limited aspect of the present invention, modifying includes angularly offsetting a direction of the texture in the selected portion.

[0008] In accordance with another aspect of the present invention, an article having an optical effect is provided. The article includes an engraved surface which has a textured grain. A shape is defined in the engraved surface where the textured grain within the shape is different that the textured grain on other portions of the engraved surface. The shape is visually distinguishable in the engraved surface at selected viewing angles.

[0009] In accordance with a more limited aspect of the present invention, the textured grain within the shape is in an opposite direction than the textured grain outside the shape. When the article is viewed from a first angle, the textured grain within the shape appears shadowed while the textured grain outside the shape appears light, thus, the shape is visually distinguishable.

[0010] In accordance with another aspect of the present invention, a system for forming a latent image on a material is provided. A scanner digitizes a stipple pattern to obtain a digital stipple pattern. An image processor defines an area in the digital stipple pattern by offsetting the stipple pattern within the area. A laser engraves the digital stipple pattern on a material where the area exhibits a different optical effect than other portions of the material.

[0011] We find that by using the techniques disclosed herein, optical effects can be produced on an article without having beads or seams between different regions of an engraved texture. Furthermore, a latent image is produced on a article without using reflective materials or other light diffusing elements.

[0012] Another feature which may be obtained is that an optical effect is produced in a texture by changing

the shadow effect within a selected region of the texture. A laser then precisely engraves the texture thus eliminating mechanical embossing techniques.

[0013] Yet another application obtainable herein is that articles such as wallpaper or signs can be engraved with instructional messages or directions which are visible at certain viewing angles and invisible at other angles. In this manner, the decorative aspect of a wallpaper is not sacrificed.

The article is preferably one with a smooth and/or flat surface to which the optical effect is applied. It may be a plastics film material e.g. in a wallcovering. It may have a coloured pattern which may be independent of the textured "optical effect" pattern achieved using the present proposals.

Brief Description Of The Drawings

[0014] The following is a brief description of each drawing used to describe the present invention, and thus, are being presented for illustrative purposes only and should not be limitative of the scope of the present invention, wherein:

Figure 1 is diagram of a system in accordance with the present invention;

Figure 2 is a process diagram for forming an article in accordance with the present invention;

Figure 3 is an image of an exemplary digitized texture having defined checkered board squares in accordance with the present invention; and

Figure 4 is a magnified image of the digitized texture of Figure 3 showing two grain directions.

Detailed Description Of The Preferred Embodiments

[0015] With reference to **Figure 1,** a system **10** for forming an article **15** having a textured optical effect is shown in accordance with the present invention. A texture **20** is selected that will be the basis of the texture on the article **15.** The texture can be formed from scratch or obtained from an outside source. For example, a stipple is used as the texture and is in a sheet or skin-like form. Other examples include a textured vinyl sheet generated from an embossing roll. It will be appreciated that any stipple sample can be used that has a grain pattern or other surface texture with peaks and valleys.

[0016] With further reference to **Figure 1**, a scanner **25** or other digitizing device is used to digitize the texture **20** into a digital image. Since the texture **20** has peaks and valleys, the scanner **25** creates a shadow on one side of the peaks based on the scanning direction. This is caused by the scanning light. For example, if scanning is from left to right, a shadow is formed on the right side of the peaks. The shadow becomes part of the digital image causing the texture to have a leaning effect and a direction. This will be further described with reference to **Figure 3** below.

[0017] An image processor **30** is then used to manipulate and edit the digital image to define selected shapes and objects in the texture that will exhibit an optical effect. This is further described with reference to **Figure 2** below. Any known image/graphics processor can be used such as any sophisticated software program like Adobe Photoshop, Fractal and the like. Once the texture image is manipulated, it is stored as a digital image data file **35** that is engraved by a laser **40** onto the article **15**. Laser controlling systems are well known in the art and will not be described herein. Briefly, the laser **40** is controlled to engrave the article **15** by using the digital image data file **35** as instructions for forming the texture on the article **15**.

[0018] With reference to **Figure 2**, the process of forming the article **15** and its optical effect is shown. As mentioned above, a texture is first provided **50** and digitized **55** into a digital image of the texture. With the processor **30**, one or more areas in the digital image are selected or a mask is created that defines an object shape **60** such as a letter, a phrase, a graphical image, geometric shapes, or any desired shape. The texture within the selected area is then modified by angularly offsetting **65** the texture such that it has a different direction than the non-selected areas. This includes, for example, shifting, rotating or inverting the texture in the selected area. Preferably, the selected texture area is inverted or flipped horizontally such that its shadow effect is opposite the shadow effect of the non-selected areas. Finally, the digital image is used to control a laser to engrave **75** the digital image into a material forming the engraved article **15**. The engraved article may be in many different forms such as on unsupported vinyl film or on fabric backed vinyl. Of course, any laser engraveable material can be used. The article may be in a single piece, sheets or rolls.

[0019] Alternately, the optical effect within the selected area can be achieved in other ways by modifying the properties of the texture within a defined shape instead of or in combination with offsetting its direction. For example, the digital texture within the selected area can be reduced or enlarged. Also, the grey scale levels within the selected area can be increased or decreased which causes the laser to engrave the texture deeper or shallower on the article. Thus, the selected area is produced with a different texture depth than surrounding areas on the article. The texture within the selected area can also be substituted with a different texture grain.

[0020] With reference to **Figure 3**, an exemplary reproduction of a digitized texture is shown. Of course, the actual texture is a three dimensional surface with peaks and valleys. The white areas in **Figure 3** represent peaks and the dark areas represent shadows that were formed by the scanning process. It will be noted that the lines defining squares **A1, A2, A3, B1, B2** and **B3** are not part of the digital image but are used to more clearly describe the texture formed by the present invention. In that regard, it can be seen, although not easily, that the

texture in squares **A1, A2** and **A3** share the same grain direction and shadow effect direction. The texture in squares **B1, B2** and **B3** share the same grain direction and shadow effect direction but it is different that the direction in squares **A1, A2** and **A3.** The texture of squares **A1, A2** and **A3** represents the original texture created after scanning, while the texture in squares **B1, B2** and **B3** represents areas that were selected and inverted. In this example, the object created in the texture is a checkered board pattern. It will be appreciated that the defined objects are virtually undetectable when viewed directly. In fact, other squares exist outside the outline squares in **Figure 3**. Beads or seams between areas are eliminated with the preset process.

[0021] Once the digitized texture is completed with defined shapes, checkered board in this case, the texture is engraved by the laser **40** as a microfine pattern into the article **15** with depths of about .015" to .018". Of course, other depths can be used. As stated above, the checkered board pattern is virtually undetectable when the viewing angle is perpendicular to the article **15** because there are no seams between the squares. However, when viewed from a first side angle, the checkered board pattern becomes visible due to its lighting and shadow effects caused by the opposite texture directions in the squares. Squares **A1, A2** and **A3** having their texture in a first direction will appear light while the other squares **B1, B2** and **B3** having their texture in an opposite direction will appear shadowed or darker. Reversing the viewing angle also reverses the lighting effect on the squares such that the previous light squares **A1, A2** and **A3** now become shadowed and the previous shadowed squares **B1, B2** and **B3** become light.

[0022] With reference to **Figure 4**, the digitized texture of **Figure 3** is magnified. The arrows indicate a direction of the grain. In other words, area **80** has its grain leaning toward the right and area **85** has its grain leaning toward the left. At joint **90,** the grain direction changes from area **80** to area **85**. By reversing the grain direction while in digital form, the texture can be reproduced by a laser without seams or beads appearing in the texture. As explained above, by changing the direction or lean of the grain, a different lighting effect is produced. Thus in the present example, area **80** produces a light/shadow effect that is different than a light/shadow effect produced by area **85**. The different effect, therefore, allows each region to be visually distinct from each other at certain viewing angles depending on the grain direction. However, at angles substantially perpendicular to the texture, the texture will virtually appear uniform with no apparent distinct regions because no shadow is seen at these angles. In this manner, reflective materials or elements that diffuse light are not required to produce a latent image.

[0023] With the present invention, articles such as wallpaper, signage, logos, etc. can be formed with latent images which become visible at certain viewing angles and are invisible at other angles. For example, the word "exit" and directional arrows can be defined on a wallcovering in accordance with the present invention that does not destroy the decorative aspects of the wallcovering. The word "exit" would be unnoticeable at certain viewing angles and noticeable at others. Other article uses include translucent sleeves and covers for book binders, folders and the like.

[0024] The invention has been described with reference to the preferred embodiment. Obviously, modifications and alterations will occur to others upon a reading and understanding of this specification. It is intended to include all such modifications and alterations insofar as they come within the scope of the appended claims or the equivalence thereof.

Claims

1. A method of forming an article having an optical effect, the method comprising the steps of:

   providing a digital image of a texture;
   modifying the texture in a selected portion of the digital image; and
   reproducing the digital image on an article, the selected portion having an optical effect different from other portions of the article.

2. The method as set forth in claim 1 wherein the modifying includes angularly offsetting the texture in the selected portion of the digital image.

3. The method as set forth in claim 2 wherein the angularly offsetting includes changing a direction of the texture in the selected portion.

4. The method as set forth in claim 2 wherein the angularly offsetting includes inverting the texture in the selected portion of the digital image.

5. The method of claim 1, 2, 3 or 4 wherein the reproducing includes engraving the digital image into the article.

6. The method of claim 1, 2, 3, 4 or 5 wherein the providing includes digitizing a textured pattern to generate the digital image of the texture.

7. The method as set forth in claim 6 wherein the digitizing includes scanning the textured pattern where the scanning creates a shadow in the textured pattern, the shadow being part of the texture in the digital image.

8. The method as set forth in claim 7 wherein the modifying includes changing a direction of both the texture and the shadow in the selected portion.

9. A method according to any one of the preceding claims wherein the reproducing includes leaning the texture on the article in a first direction and leaning the texture within the selected portion in a second, different direction.

10. A method according to any one of the preceding claims wherein the modifying includes changing a size of the texture in the selected portion of the digital image.

11. The method as set forth in claim 1 wherein the digital image of the texture includes a grey scale value, the modifying including changing the grey scale value of the texture within the selected portion.

12. An article having an optical effect comprising:

an engraved surface in the article, the engraved surface having a textured grain; and
a shape defined in the engraved surface where the textured grain within the shape is different from the textured grain on other portions of the engraved surface, the shape being visually distinguishable in the engraved surface at selected viewing angles.

13. The article as set forth in claim 12 wherein the textured grain within the shape is angularly offset from the textured grain of the engraved surface.

14. The article as set forth in claim 13 wherein the textured grain within the shape is in an opposite direction than the textured grain outside the shape such that when the article is viewed from a first angle, the textured grain within the shape appears shadowed while the textured grain outside the shape appears light, and when viewed at a second angle opposite from the first angle, the textured grain within the shape appears light while the textured grain outside the shape appears shadowed.

15. The article as set forth in claim 12 wherein the engraved surface is formed by a laser.

16. The article as set forth in claim 12 wherein the textured grain is leaning in a first direction creating a first shadow effect and the textured grain within the shape is leaning in a second direction different than the first direction creating a second shadow effect different that the first shadow effect.

17. The article as set forth in claim 12 wherein the textured grain within the shape is different in size from the textured grain of the engraved surface.

18. The article as set forth in claim 12 wherein the textured grain within the shape includes a different texture than the textured grain of the engraved surface.

19. A system for forming a latent image on a material comprising:

a scanner for digitizing a stipple pattern to obtain a digital stipple pattern;
an image processor for defining an area in the digital stipple pattern by modifying properties of the stipple pattern within the area; and
a laser for engraving the digital stipple pattern on a material where the area exhibits a different optical effect that other portions of the material.

20. The system as set forth in claim 19 wherein the stipple pattern includes a grain and the laser engraves the digital stipple pattern by leaning the grain in a first direction and leaning the grain within the defined area in a second direction different from the first direction based on the modified properties of the stipple pattern.

21. The system as set forth in claim 19 wherein the scanner includes a means for creating a shadow in the stipple pattern, the shadow being part of the digital stipple pattern.

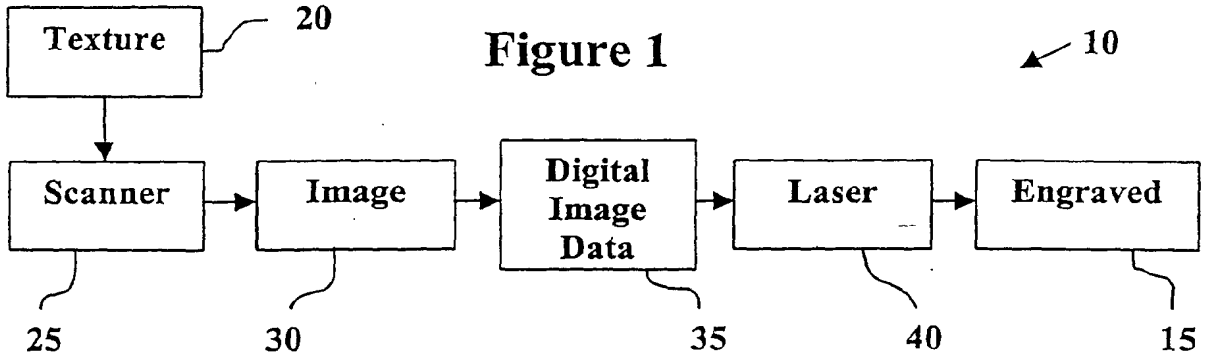

Figure 1

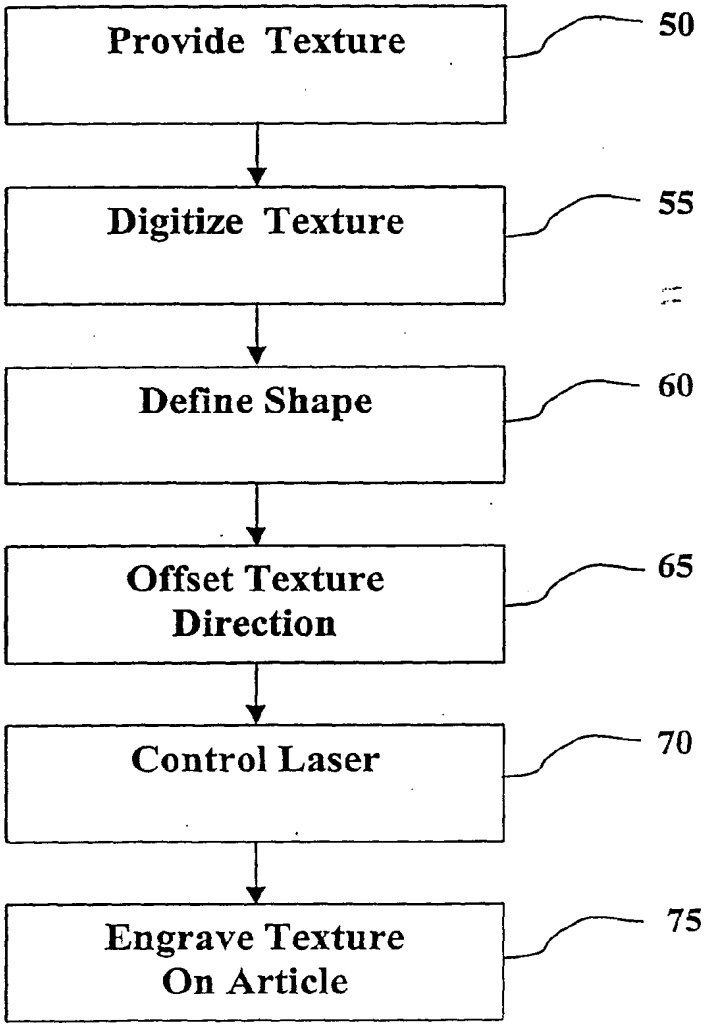

Figure 2

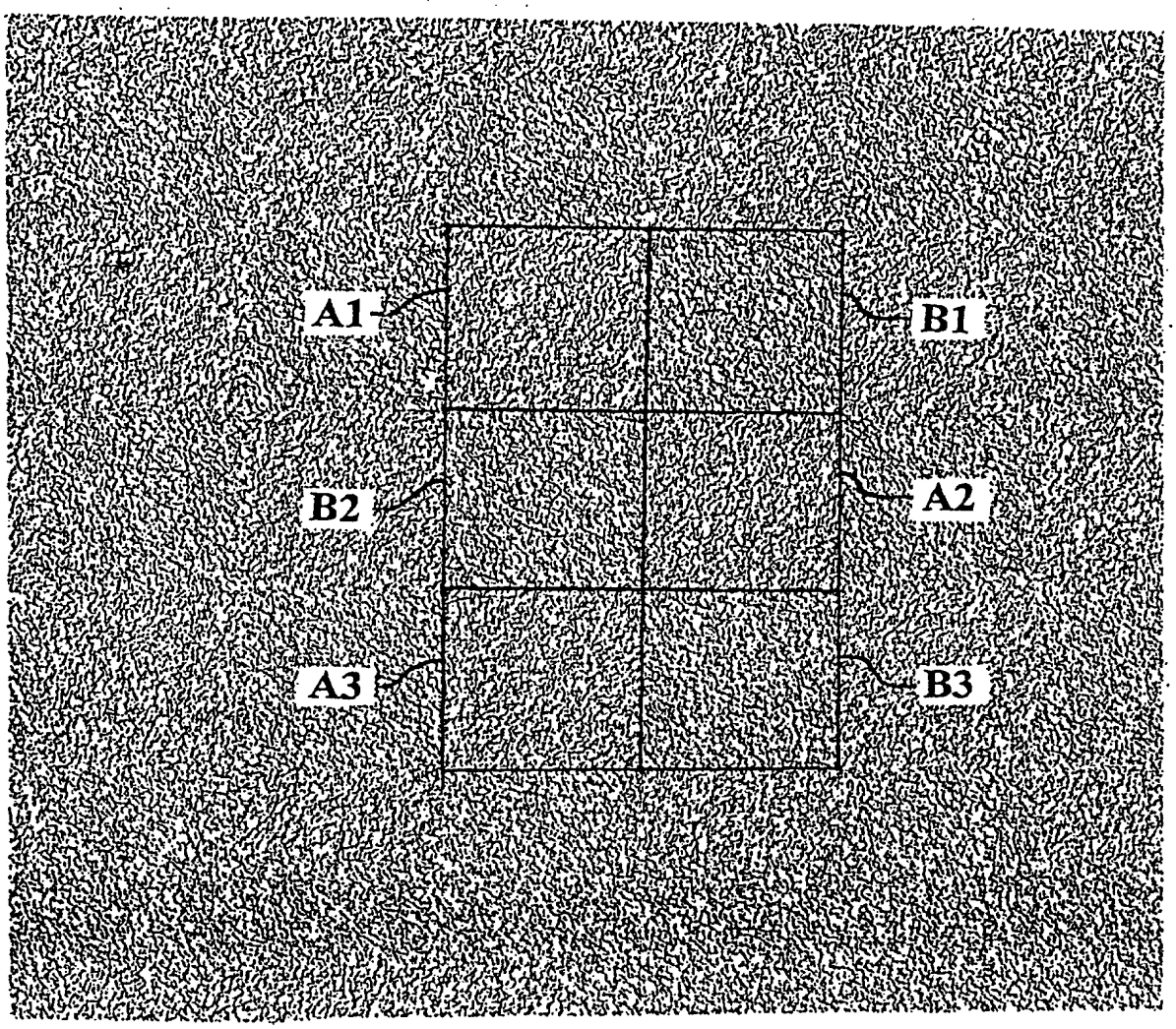

Figure 3

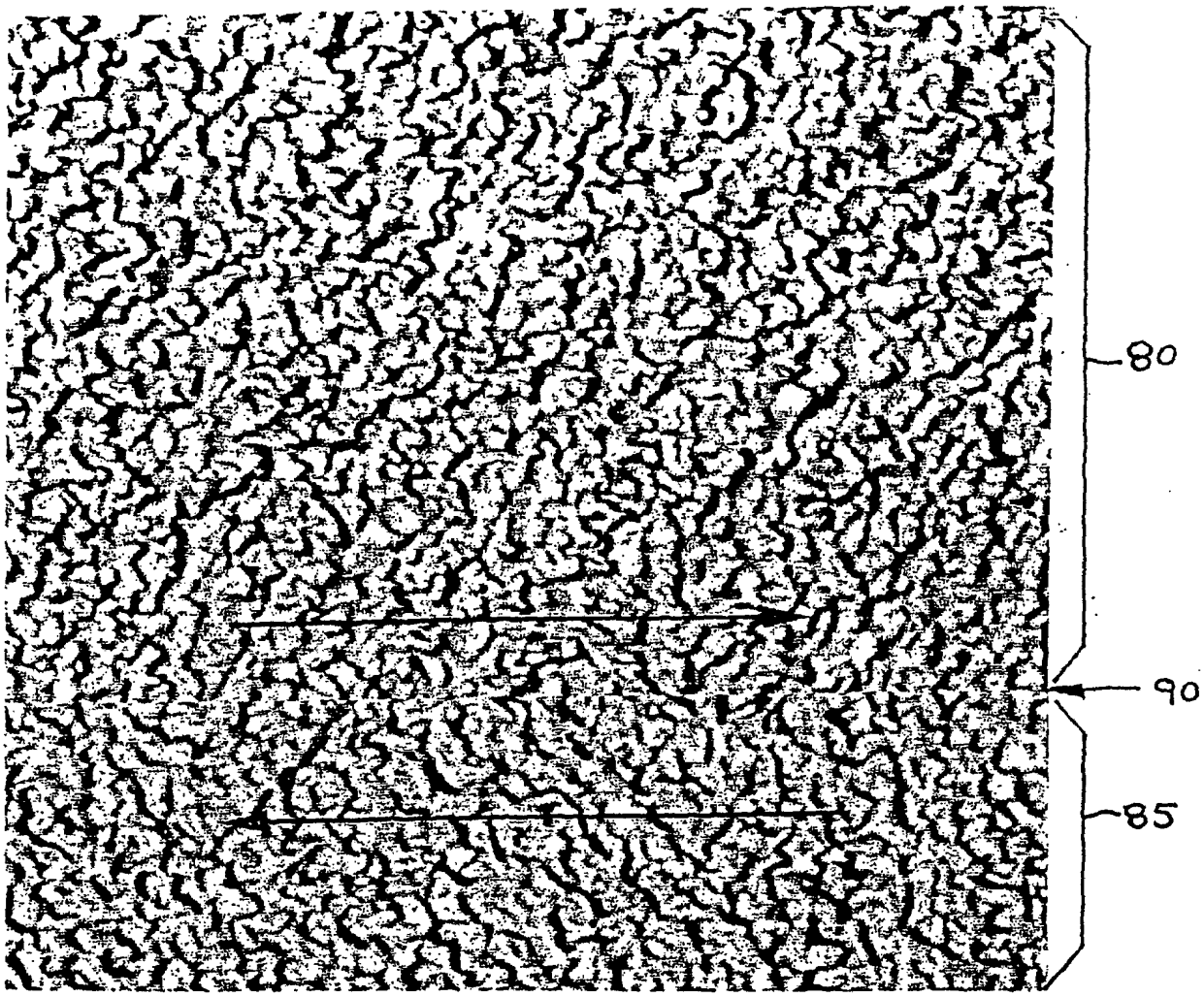

Figure 4